

December 14, 2000

TO: Patrick Lee, Long Range Planning Manager  
CLARK COUNTY

FROM: Michael J. Riley and Donna M. Satterlee  
RILEY RESEARCH ASSOCIATES

RE: GROWTH MANAGEMENT SURVEY

## TABLE OF CONTENTS

EXECUTIVE OVERVIEW .....	1
INTRODUCTION / METHODOLOGY .....	3
RESULTS .....	4
DEMOGRAPHICS .....	36
CONCLUSIONS .....	40

Appendix: Questionnaire

## EXECUTIVE OVERVIEW

- ☒ The breakout of respondents show that there was an even split between those indicating that they lived in versus outside city limits. Eight out of ten respondents were homeowners versus renters.

### Planning Issues

- ☒ When respondents were asked to help Clark County plan for population increases and were given the figures of expected county growth, the study found that four out of five respondents felt that it was *very* or *somewhat important* to maintain a clear dividing line between rural and urban areas.
- ☒ More than half of the respondents agree that whether or not this goal is maintained or changed, all cities throughout Clark County should be held to the same standard. Almost two out of five respondents said “no” to whether all cities should be held to the same standard.
- ☒ When asked which option sounded best (when currently most new single-family homes are on lots of about 6,000 square feet, resulting in 5-6 homes per acre) two out of five respondents selected the option to *allow additional single-family homes on larger lots, even if that may require expansion of the urban area or more multi-family housing to handle population increases* (39%). The next most popular response by one out of five respondents was the option to *maintain the current pattern of development with five to six homes per-acre in single-family areas* (21%). The options selected next were: *single-family homes on smaller lots* (16%), *infill more homes per acre than now* (8%), *encourage additional living units in single-family areas* (7%) and those who said *none of the above* (6%).
- ☒ Thinking about new housing in each respondent’s neighborhood, two out of five respondents preferred the option of having *single-family homes on lots the same size as existing lots*. Three out of ten respondents preferred the option to have *single-family homes on lots larger than existing lots*. One out of ten respondents did *not like any* of the five possible options presented.
- ☒ To help make higher densities more acceptable for new development in the respondent’s neighborhood, one-third of the respondents preferred the option to have *neighborhood associations influence design and landscaping features* (33%). One out of four respondents preferred *if building styles and materials had to be similar to existing homes* (25%) or *none of the three options given* (26%). One out of five preferred *if new housing had to meet city and county design and landscaping standards* (19%).

### Planning Issues (continued)

- ☒ When the current 80%/20% urban/rural split was explained and the figure of approximately 62,000 people currently living in rural areas of Clark County, over half of the respondents clearly preferred the option to *limit rural growth to an additional 40,000 people* (56%). Slightly more than a third of the respondents preferred the second option to *consider changes to allow more home sites and more than 40,000 additional people* (35%).
- ☒ When asked for their opinion on a plan allowing more homes in rural areas and whether those homes should be focused in or around rural communities (such as Amboy, Brush Prairie, Chelatchie Prairie, Dollars Corner, Hockinson and Meadow Glade) or allow development in areas that now require lots of five, ten and twenty acres, slightly less than half of the respondents felt that the *new homes should be in or around rural communities* (48%). Slightly more than a third of the respondents felt that *smaller lots should be allowed* (35%).
- ☒ Four out of five felt that it was *very* or *somewhat important* to promote business and industry in order to encourage a higher percentage of residents to both live and work in Clark County. Only one out of six felt that it was *not too* or *not at all important*.
- ☒ Seven out of ten respondents felt that it was *very* or *somewhat important* to locate jobs close to residential areas throughout the county. A quarter of the respondents felt that it was *not too* or *not at all important* to locate jobs close to residential areas.

### Transportation Planning and Funding

- ☒ Maintaining or expanding existing roads was deemed the highest priority for transportation planning and funding by nearly all of the respondents who said *very* or *somewhat important*. Four out of five respondents felt that *new roads* were *very* or *somewhat important* followed closely by the *bus system* and *adding sidewalks and bicycle paths*. Slightly more than half of the respondents found *commuter buses or trains* and *light rail development* as *very* or *somewhat important*.
- ☒ Respondents indicated *development fees* as the preferred method to pay for public facilities (27%) followed by those who said *all of the above* (20%). An unaided, volunteered response: *cut government spending/budget cuts* was the top answer (28%).
- ☒ When asked what public improvements, if any, you would be willing to pay for, over half of the respondents indicated a willingness to pay for *schools* followed by *better roads, parks, libraries, public transportation* and *community/recreation centers*. A small percentage of respondents indicated *none of the above* (12%).

## **INTRODUCTION**

Riley Research Associates was hired to conduct an objective, scientific survey among Clark County residents. The purpose of the research was to gather information and opinions regarding various options and choices for the management of growth in Clark County over the next twenty years.

## **METHODOLOGY**

A random-sample telephone survey was used to reach a cross-section of residents in Clark County, Washington. Riley Research Associates developed the questionnaire with extensive input from Clark County regarding the growth management issues. A pre-test took place on November 9<sup>th</sup>, 2000 and based on the pre-test, minor modifications were made to the questionnaire. Fielding took place between 5:00 and 9:00 p.m., Monday through Friday, November 14 - 27, 2000. Multiple attempts were made to reach each respondent in order to provide an opportunity for the broadest variety of residents to participate.

Respondents were screened to determine that they were at least 18 years of age and did not work for the county or any of the municipal governments. The overall margin of error based upon 431 completed interviews is  $\pm 4.72\%$  at a 95% level of confidence.

The results are presented in a question-by-question format, including numeric tables. A copy of the questionnaire can be found in the Appendix. Cross tabulations are bound separately. Some results exceed 100% due to multiple responses allowed. A comparison was made to benchmark questions asked in previous studies for Clark County. Certain communities and zip codes were combined for purposes of the cross tabulations.

## RESULTS

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**Q1-4. To begin, on a one to ten scale, where one means poor and ten means excellent, how would you rate...**

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Statement	2000 Mean	1998 Mean	1996 Mean	1994 Mean	1993 Mean
Quality of life in your local neighborhood or community	7.55	n/a <sup>1</sup>	7.7	7.7	n/a
Current quality of life in Clark County as a whole	7.21	7.12	7.2	7.2	7.3
County roads	5.51	5.70	5.3	n/a	n/a
Clark County's management of growth	4.89	4.26	4.4	n/a	n/a

Neighborhood quality of life appears down a bit compared to 1996 and '94 findings. The ratings for the county as a whole remain constant compared to earlier studies and are up slightly compared to 1998. County road ratings have fluctuated over the years but the rating for growth management actually appears to be at its all-time high compared to past studies.

The mean for quality of life in *your local neighborhood or community* received the highest rating in 2000 compared to the other benchmark questions asked (7.55). However, this mean is down from the rating given in the 1996 and 1994 studies (7.7 each). The segments of the population that gave higher ratings of a "10" were those who live in *La Center/Ridgefield/Woodland* or in miscellaneous *south County* and those *aged 65+* (20%, 32% and 29% respectively).

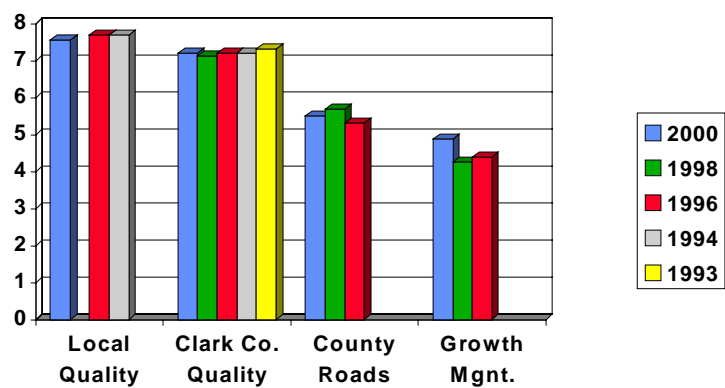
Current quality of life in Clark County as a whole was rated second highest in 2000 (Mean 7.21). This mean is up from 1996 and lower than 1993's high point (7.21, 7.12 and 7.3 respectively). Segments of the population that gave higher ratings of a "10" included those who are *aged 65+* and those who *rent* versus own their homes (19% and 16% respectively).

County roads were given the next highest rating, followed by Clark County's management of growth (5.51 and 4.89 respectively). The segments giving the county below average ratings for the management of growth were those with a household income of \$35,000-\$50,000, were *aged 55-64*, from *Battle Ground/Dollars Corner* or *lived outside their city's limits* (Mean of 4.7, 4.6, 4.6 and 4.9 respectively). The segments that gave the county below average ratings for county roads were from *Battle Ground/ Dollars Corner* and those who *lived outside their city's limits* (Mean 4.6 and 5.4).

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<sup>1</sup> n/a – not asked in this period of time.

# **Q1-4. Mean Ratings From Years 2000 to 1993 (on a 1-10 Scale)**



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The Washington State Growth Management Act requires Clark County to plan for population increases expected over the next 20 years. This means that the county must plan to have from 150,000-250,000 more people living here within the next 20 years. The current population is about 345,000.

**Q5. How important is it to you to maintain a clear dividing line between rural and urban areas? Urban areas are defined as those areas that look like cities or suburban communities. Is that very important, somewhat important, not too important, or not important at all?**

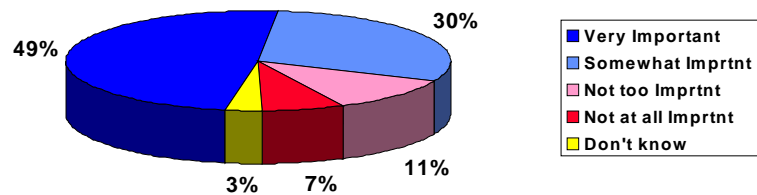
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Four out of five respondents felt that it was *very* or *somewhat important* to maintain a clear dividing line between rural and urban areas (79%). The most supportive segments were those with income levels of \$50,000 to \$75,000, *female*, or those who lived in *Camas/Washougal* or the *northeast* portion of the county (56%, 53%, 70% and 64% respectively).

The demographic segments that felt it was *not too* or *not important at all* were: those making \$75,000+ and *retirees*.

	<u>TOTAL</u>
Total Participants	431
Very important	49%
Somewhat important	30
Not too important	11
Not at all important	7
Not sure/Don't know	2

## Q5. Importance of Maintaining Rural/urban Dividing Line



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**Q6. Current plans for urban areas call for new housing to be 60% single-family and 40% multi-family (duplexes, condos, or apartments). Whether this goal is maintained or changed, do you think all cities throughout the county should be held to the same standard?**

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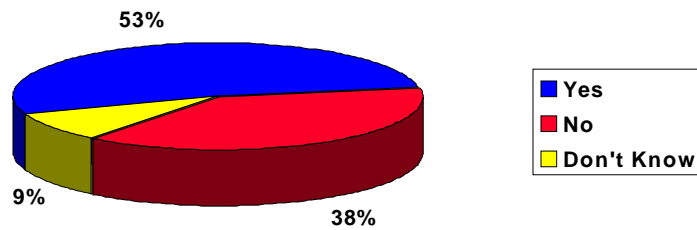
More than half of the respondents agreed that all cities throughout Clark County should be held to the same standard of 60% single family and 40% multi-family for new housing (53%). Almost two out of five respondents said *no* (38%).

The segments of the county that did support this concept included those with an income of \$50,000-\$75,000 (63% respectively); *blue/gray collar workers* (64%); *35-44 year-olds* (62%); and those who lived in *Orchards* (66%), *Cascade Park/Fisher's Landing* (65%); and *Battle Ground/Dollars Corner* (63%).

Those who said *no* were more often characterized as *white collar*, *Vancouver residents*, had a household income of \$35,000-\$50,000 or \$75,000+ (47% each), *homemaker/student/unemployed* (46%), *aged 45-54* (45%) or lived in *northeast* (64%).

	<u>TOTAL</u>
Total Participants	431
Yes	53%
No	38
Don't know	8
Refused	1

## Q6. Should All Cities Be Held to the Same Housing Mix Standard?



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**Q7. In urban areas, most new single-family developments have homes on lots of about 6,000 square feet, resulting in 5 to 6 homes per-acre. Which of the following ideas sounds best to you? A. Allow additional single-family homes on larger lots, even if that may require expansion of the urban area or more multi-family housing to handle population increases? B. Allow single-family homes on smaller lots, which could delay expansion of the urban area or reduce the need for multi-family housing? C. Maintain the current pattern of development with five to six homes per-acre in single-family areas? D. Encourage additional living units such as basement or garage apartments in single-family areas? or E. Encourage areas of "infill" in which more homes are added or built per-acre than in surrounding areas that have already been developed.**

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Two out of five respondents selected option A to *allow additional single-family homes on larger lots, even if that may require expansion of the urban area or more multi-family housing to handle population increases* (39%). The next most popular response by one out of five respondents was option C to *maintain the current pattern of development with five to six homes per-acre in single-family areas* (21%).

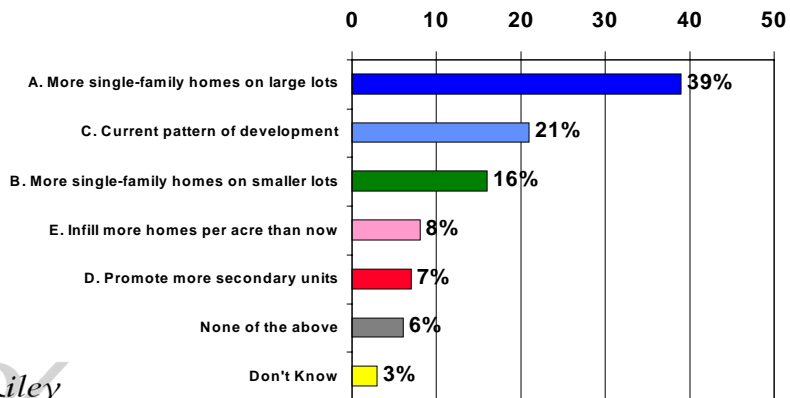
Those who showed the greatest support for option A to *allow additional single-family homes on larger lots, even if that may require expansion of the urban area or more multi-family housing to handle population increases* were those with an income of \$50,000-\$75,000 and over \$75,000 (49% and 46% respectively); aged 35-44 (50%); and lived in south county, Battle Ground/Dollars Corner and Hazel Dell/Salmon Creek (60%, 50% and 46% respectively). *Maintaining the current pattern of development with five to six homes per-acre in single-family areas* supporters were residents of Orchards (28%).

The support for *more single-family homes on smaller lots* came from retirees, those aged 55-64 and 65+, Battle Ground/Dollars Corner and Cascade Park/Fisher's Landing residents (21%, 20%, 22%, 21% and 29% respectively).

Supporters of *infill more homes per acre than now* have household incomes of \$25,000-\$35,000 or \$75,000+, are Homemaker/Student/Unemployed, aged 55-64, and live in the southern or northeastern portions of the county (15%, 13%, 22%, 13%, 15% and 29%).

	<u>TOTAL</u>
Total Participants	431
A. More single family-homes on large lots	39%
C. Current pattern of development	21
B. More single-family homes on smaller lots	16
E. Infill more homes per acre than now	8
D. Promote more secondary units	7
None of the above	6
Don't know	3

## Q7. Support of Ideas Regarding Development of Single-family Homes



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**Q8. Thinking about new housing in your neighborhood, which of the following types of developments would be acceptable to you? A. Attached housing such as duplexes, town homes or apartments? B. Single-family homes on lots the same size as existing lots? C. Single-family homes on lots larger than existing lots? D. Single-family homes on lots smaller than existing lots? or E. Planned developments with homes clustered together and common open space? (Multiple responses)**

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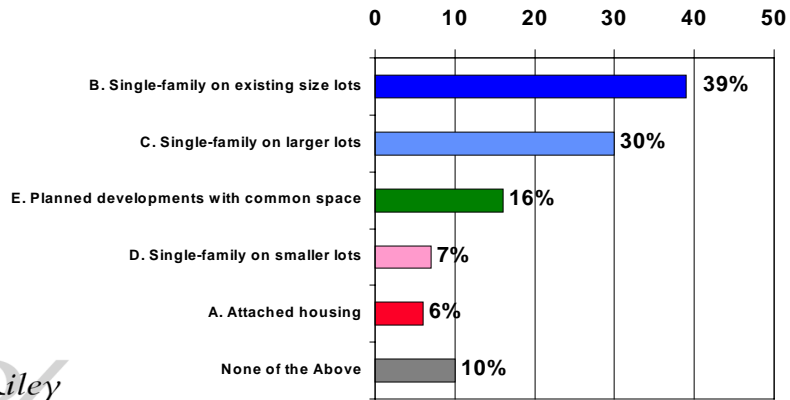
Two out of five respondents preferred option B *single-family homes on lots the same size as existing lots* (39%). Three out of ten respondents preferred option C *single-family homes on lots larger than existing lots* (30%). One out of ten respondents did not like any of the five possible options (10%). Only eight percent of the respondents took advantage of providing a second response (table total = 108%).

The demographic segments that most supported option B *single-family homes on lots the same size as existing lots* were *white collar* employees (53%), residents of *Hazel Dell/Salmon Creek* (49%) and those aged 45-54 years old (48%).

Supporters of option C *single-family homes on lots larger than existing lots* were aged 35-44 (42%) and those who lived in various areas of *south county* (45%).

	<u>TOTAL</u>
Total Participants	431
B. Single-family on existing size lots	39
C. Single-family on larger lots	30
E. Planned developments with common space	16
D. Single-family on smaller lots	7
A. Attached housing	6
None of the above	10

## Q8. Support of Certain Types of New Housing Developments



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**Q9. For new development in your neighborhood, which of the following would help make higher densities more acceptable? A. If new housing had to meet City & County design and landscaping standards? B. If building styles and materials had to be similar to existing homes? or C. If neighborhood associations could influence design and landscaping features? (Multiple responses)**

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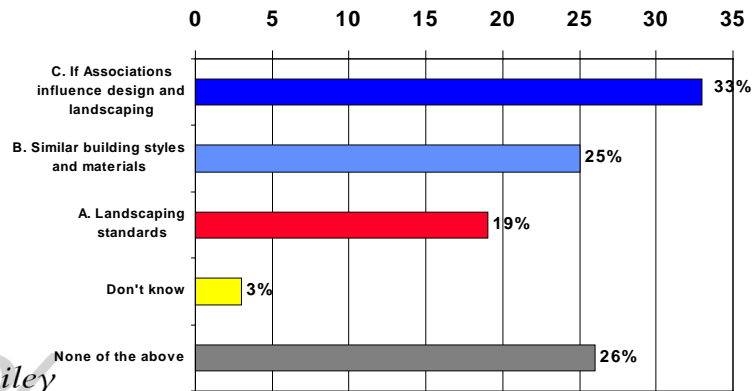
One-third of the respondents preferred the option C to have *neighborhood associations influence design and landscaping features* (33%). One out of four respondents preferred option B *if building styles and materials had to be similar to existing homes* or none of the three options given (25% and 26% respectively).

The demographic segments that indicated the most support for option C to have *neighborhood associations influence design and landscaping features* are those with an income \$75,000+, residents of *Cascade Park/Fisher's Landing* and miscellaneous areas of *south county* (41%, 39% and 55% respectively).

Those preferring option B *if building styles and materials had to be similar to existing homes* include *professional/self employed, aged 55-64* and those who live in *Orchards, Battle Ground/Dollars Corner* and *Camas/Washougal* (34%, 33% and 30% respectively).

	<u>TOTAL</u>
Total Participants	431
C. Assns. influence design and landscaping	33%
B. Similar bldg. styles and materials	25
A. Landscaping standards	19
Don't know	3
None of the above	26

## Q9. What Would Make Higher Densities More Acceptable?



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**Q10. Currently, about 80% of the population lives in urban areas and 20% in rural areas. There are 62,000 people living in the rural areas of Clark County and enough potential home sites for another 40,000. Should the county plan to: A. Limit rural growth to 40,000 people or B. Consider changes to allow more home sites and more people?**

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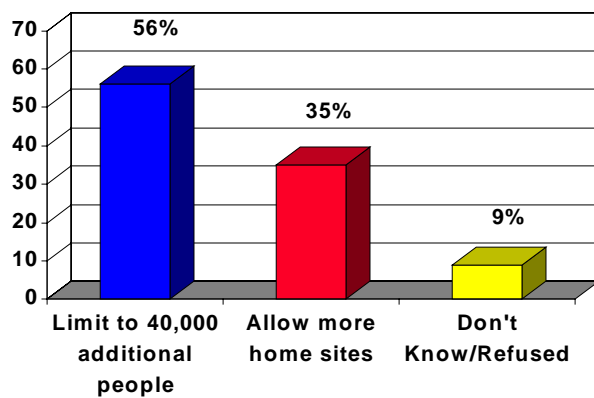
Over half of the respondents clearly preferred the first option to *limit rural growth to 40,000 additional people* (56%). Slightly more than a third of the respondents preferred the second option to *consider changes to allow more home sites and more people* (35%).

The demographic segments that appear to support *limiting rural growth to 40,000 additional people* appear to be respondents with an income of \$35,000 to \$50,000 (66%), *females* (63%) and also residents of *south county, Cascade Park/Fisher's Landing or Camas/Washougal* (70%, 68% and 68% respectively).

Respondents showing more support for *considering changes to allow more home sites and more people* have an income *over \$75,000, males, aged 18-34* or live in *Vancouver* (47%, 42%, 42% and 47% respectively).

	<u>TOTAL</u>
Total Participants	431
A. Keep rural areas limited to 40,000 additional people	56%
B. Allow more home sites to add more than 40,000 additional people	35
Don't know	7
Refused	2

## Q10. Should Rural Growth Be Limited?



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**Q11. If the plan was to allow more homes in rural areas, should the county focus the new homes in or around rural communities such as Amboy, Brush Prairie, Chelatchie Prairie, Dollars Corner, Hockinson, and Meadow Glade, or also allow development in areas that now require lots of five, ten and twenty acres?**

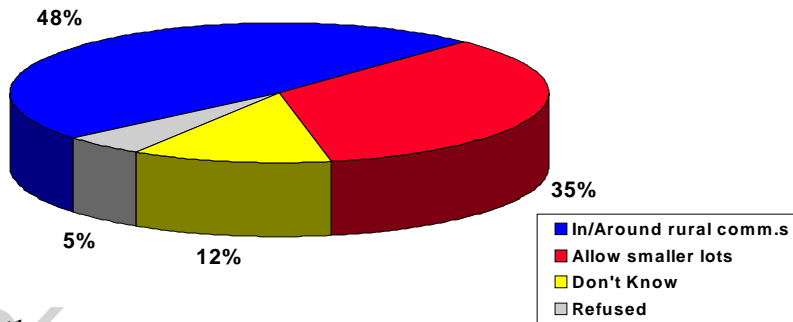
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Slightly less than half of the respondents felt that if more homes were allowed in rural areas, the *new homes should be in or around rural communities* (48%). Slightly more than a third of the respondents felt that *smaller lots should be allowed* (35%).

Supporters of *new homes should be in or around rural communities* make *less than \$25,000* and fall into the *45-54* age group (62% and 60%). Supporters for *smaller lots should be allowed* fall into the *35-44* age group or live in other areas of the *northeast* portion of the county (45% and 50% respectively).

	<u>TOTAL</u>
Total Participants	431
In & around rural communities	48%
Allow smaller lots	35
Don't know	12
Refused	5

### Q11. Support for New Rural Homes in Rural Communities Vs. Allowing Smaller Lots



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**Q12. Currently about one-third of working people commute to Oregon for jobs. How important is it to promote business and industry to encourage a higher percentage to both live and work in Clark County? Would that be very important, somewhat important, not too important, or not at all important?**

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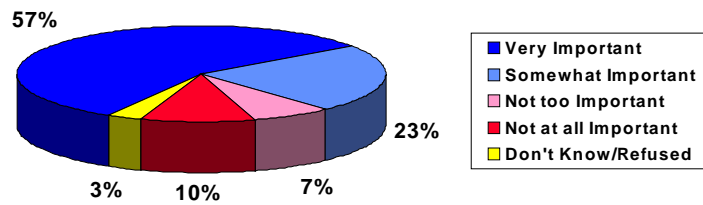
Four out of five felt that it was *very* or *somewhat important* to promote business and industry in order to encourage a higher percentage of residents to both live and work in Clark County (80%). Fewer than one out of five felt that it was *not too* or *not at all important* (17%).

The demographic segments that find it *very important* to promote business and industry in order to encourage a higher percentage of residents to both live and work in Clark County are: *blue/gray collar, aged 45-54*, residents of *Orchards* and the *northeast* portion of the county (67%, 64%, 70% and 71%).

Those who find the ideas *somewhat important* are *homemaker/student/unemployed, aged 65+*, or live in *Battle Ground/Dollars Corner* (33%, 30% and 33% respectively).

	<u>TOTAL</u>
Total Participants	431
Very important	57%
Somewhat important	23
Not too important	7
Not at all important	10
Not sure/Don't know	2
Refused	1

## Q12. Importance of Promoting Business and Industry



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**Q13. To the extent that the county can plan for business development, how important is it to locate jobs close to residential areas throughout the county? Would that be very important, somewhat important, not too important, or not at all important?**

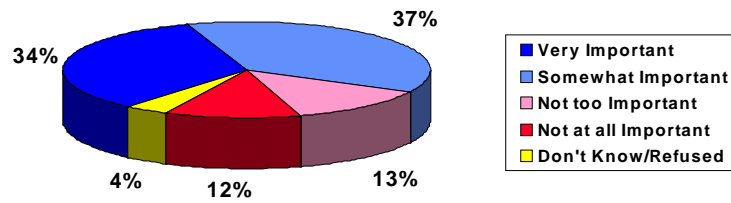
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Seven out of ten respondents felt that it was *very* or *somewhat important* to locate jobs close to residential areas throughout the county (72%). A quarter of the respondents felt that it was *not too* or *not at all important* to locate jobs close to residential areas (25%).

Those who thought it *very important* to locate jobs close to residential areas throughout the county were residents of *Vancouver, Orchards, Camas/Washougal* and *south county* and had a household income of less than \$25,000 (43%, 43%, 41%, 40% and 47% respectively). The demographic segments that thought it *somewhat important* to locate jobs close to residential areas had a household income less than \$25,000, or over \$75,000 and lived in *south county* or *La Center/Ridgefield* (46%, 47%, 45% and 54% respectively).

	<u>TOTAL</u>
Total Participants	431
Very important	34%
Somewhat important	38
Not too important	13
Not at all important	12
Not sure/don't know	3
Refused	1

### Q13. Importance of Locating Jobs Close to Residential Areas



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**Q14-19. On the subject of transportation planning and funding, please tell me if you think each of the following ideas is very important, somewhat important, not too important, or not important at all?**

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Maintaining or expanding existing roads was deemed the highest priority for transportation planning and funding by nearly all of the respondents who said *very* or *somewhat important* (95%). Four out of five respondents felt that *new roads* were *very* or *somewhat important* followed closely by the *bus system* and *adding sidewalks and bicycle paths* (83%, 79% and 79% respectively). Slightly more than half of the respondents found *high-speed commuter buses or trains* and *light rail development* as *very* or *somewhat important* 54% and 53% respectively).

	Very Important	Somewhat Important	Not too Important	Not at all Important	Don't Know	Refused
Maintaining or expand existing roads	74%	21%	1%	2%	1%	1%
Bus system	53	26	8	10	2	1
New roads	50	33	9	5	1	1
Add sidewalks and bicycle paths	50	29	10	10	1	1
Light rail development	28	25	18	26	2	1
High speed commuter buses or trains	25	29	15	28	2	1

Maintaining or expanding existing roads were *very important* to those with a household income *over \$75,000*, *aged 35-44* and *65+* and to those living in *northeastern Clark County* and *La Center/Ridgefield* (81%, 80%, 83%, 86% and 82% respectively).

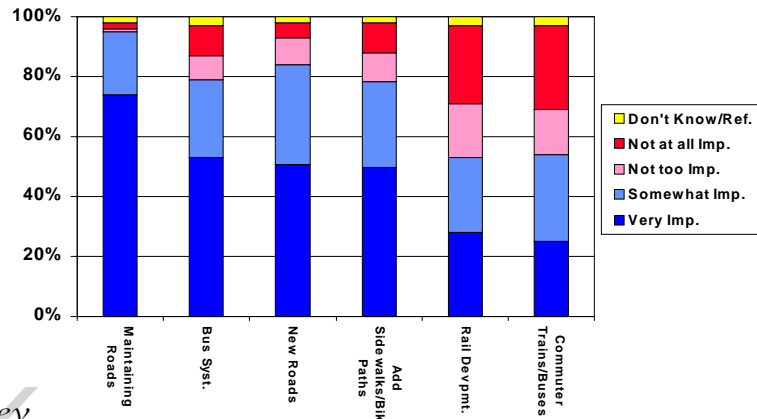
The bus system was important to those making *less than \$25,000*, *renters*, *blue/gray collar*, *65+ year olds* and *northeastern* residents (68%, 63%, 61%, 62% and 79% respectively.)

New roads were *very important* to *45-54 year olds* and *Battle Ground/Dollars Corner* residents (59% and 63% respectively).

Sidewalks and bicycle paths was *very important* to those making *less than \$25,000 annually*, *blue/gray collar employees* and *professional/self-employed*, *35-44 year-olds*, those living *within their city's limits*, *Vancouver*, *Orchards* and *south county* residents (56%, 58%, 57%, 60%, 57%, 58%, 57% and 65% respectively).

Light rail development was *very important* to *renters*, *white-collar workers* and *south county* area residents (36%, 37% and 40% respectively). High-speed commuter buses or trains were *very important* to those with a household income of *< \$25,000* (46%).

## Q14-19. Importance of Planning and Funding For...



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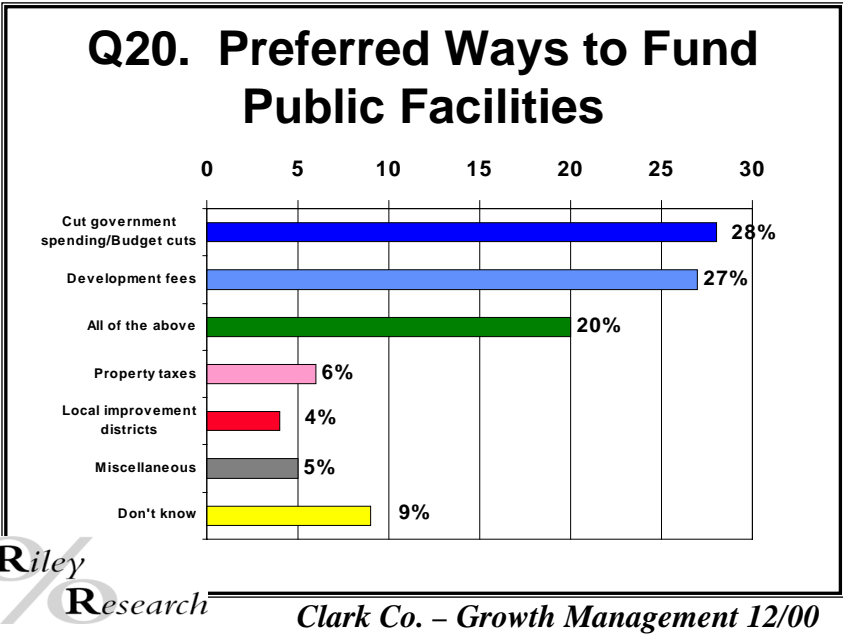
**Q20. It has been estimated that each new home creates a need for more than \$30,000 in public facilities such as roads, schools, and parks. What is the best way to pay for these facilities? (Partially aided response)**

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Three responses were given as options: development fees, property taxes and local improvement districts. *Cut government spending/budget cuts* and *all of the above* were coded from volunteered responses. The top two responses were each an unaided (*cut government spending/budget cuts*) and aided (*development fees*) response (28% and 27% respectively).

One out of five people said *all of the above* would be their preference for paying for public facilities (20%).

	<u>TOTAL</u>
Total Participants	430
Cut government spending/Budget cuts	28%
Development Fees (1)	27
All of the above (1-3)	20
Property taxes (3)	6
Local improvement districts (2)	4
Miscellaneous	5
Don't know	9



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**Q20. (Specify other means of funding new facilities) Verbatim comments**

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Lottery (3)

Impact Fees

State Income Tax

Higher sales tax

We expect people moving in will have to pay their taxes, too, so that should have them pay their own way

Taxes

Use the money they give to all the other countries

Local improvement districts should pay and cut government spending

Better utilize the money they have

They need to come up with better figures. I don't understand where the money goes that they are getting right now? I don't understand it all

Don't care as long as it isn't property taxes. They raised mine \$80,000(?). If they rise anymore we will have to sell and live in a dive

From the Federal Government

Utilize existing revenues more wisely

None of the above, kind of like Canada, if you use it you pay for it

None of the above - people with more kids should pay more

When building new housing, put in more parks. That way kids would be close to home, especially when new homes have such small yards

Penal system

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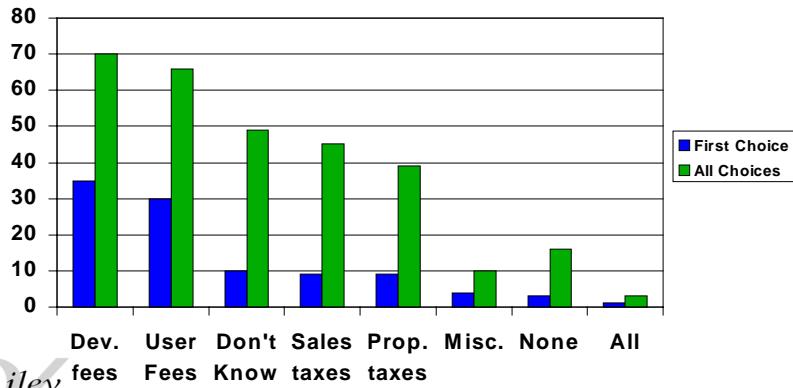
**Q21a-c. Which of the following is the best way to pay for public facilities?  
(Aided)**

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Respondents indicated *development fees* as the preferred method to pay for public facilities followed by *user fees* when respondents were given a first, second and third choice.

Finance Method	1 <sup>st</sup> Choice	All Choices
Development fees	35%	70%
User fees	30	66
Don't know	10	49
Sales taxes	9	45
Property taxes	9	39
Miscellaneous	4	10
None of the above	3	16
All of the above	1	3

## Q21a-c. What Is the Best Way to Pay for Public Facilities?



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**Q21a. (Indicate other preferred method of funding public facilities) Verbatim comments**

---

All of the above - like to see it mixed up  
All of the above - shouldn't be one thing  
A combination of all - can't be any one or system would fail  
Can't do the job unless we use all the sources available  
A combination of all of the above  
Scratch-off tickets  
Lottery should pay some of these things-they say they do but they don't show where it's going  
Lotto revenues  
Taxes to new residents - like I said, they move in but they will be paying taxes like us  
Sales taxes and user fees  
Be conservative with our taxes-keep the government accountable  
Existing property taxes  
Use the money that is given to other countries  
Needs to be budgeted by the government not put on the people  
Grants from Feds  
Combination of development & user fees  
Depends on situation  
Don't know - just something else  
No idea  
No idea - we are being taxed to death, that's the problem

---

**Q21b. (Indicate other second best means of funding public facilities)**

---

Impact Fees (2)  
State Income Tax would help pay  
State tax  
Local community neighborhood association's input  
Lottery  
A user fee tied to the property tax, so according to how much property you owned a certain % to pay  
Clark County is a rural entity and not equipped to become urban - need better preparation for that  
Make politicians pay for it. They'll take it out of your pocket anyway - doesn't matter what we say

---

**Q21c. (Indicate other third best means of funding public facilities) Verbatim comments**

---

Income tax

Road users tax

Business Taxes

Taxing business/industry - should support better

Fundraising

Should have a State funded thing

Combination of sales and property taxes equally

You use it you pay for it/you don't use it you don't pay for it

Take it out of the politicians' wages

I feel that the payment should be divided amongst all of these possibilities

I have no preferences how or where the funding comes from

I'm not sure what else

I'm not sure

Neither sales nor property taxes

Upset that taxes increase to pay for new developments in neighborhood - it is unfair

---

**Q22. What public improvements, if any, would you be willing to pay more money for? (Multiple responses)**

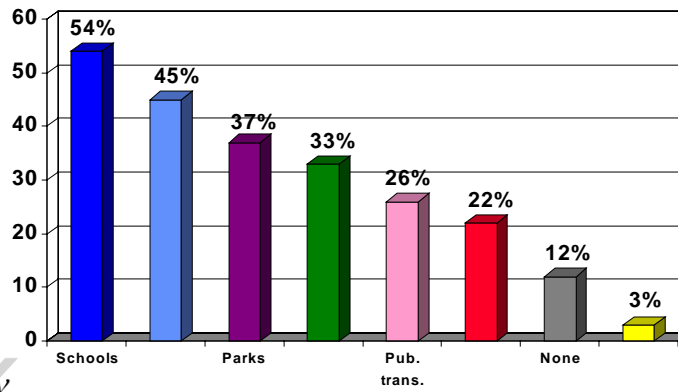
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Over half of the respondents appeared to be willing to pay for *schools* (54%) followed by *better roads* (45%), *parks* (37%), *libraries* (33%), *public transportation* (26%) and *community/recreation centers* (22%). A surprisingly small percentage of respondents indicated *none of the above* (12%).

Schools received the greatest support from *Vancouver residents*, *18-34* and *35-44 year-olds*, *white-collar employees* and those with a household income of *\$50,000-\$75,000* or *\$75,000+* (64%, 72%, 60%, 67%, 61% and 62% respectively).

	<u>TOTAL</u>
Total Participants	431
Schools	54%
Better roads	45
Parks	37
Libraries	33
Public transportation	26
Community/Recreation Centers	22
None of the above	12
Miscellaneous	3

## Q22. For What Public Improvements Would You Pay More Money?



Riley  
Research

Clark Co. – Growth Management 12/00

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**Q22. (Specify other county improvements they are willing to pay more money for)**  
**Verbatim comments**

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Light rail  
School buses  
Streetlights  
Widen roads in busy areas: safety concerns with increased traffic and speeding  
A waste management system  
Industrial development, sewer system  
Teen-age facilities  
Youth centers  
Forested areas (national forests)  
Animal control/welfare  
Museum  
I would pay for all of the above

## DEMOGRAPHICS

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### Q23. How long have you lived (or owned land) in Clark County?

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	<u>TOTAL</u>
Total Participants	431
Less than 2 years	6%
2-5 years	15
6-10 years	13
11 to 20	16
20+ years	48
Refused	2

---

### Q24. Do you rent or own your home?

---

	<u>TOTAL</u>
Total Participants	431
Own	80%
Rent	18
Refused	2

---

### Is your home in- or outside city limits?

---

	<u>TOTAL</u>
Total Participants	431
In city limits	49%
Outside city limits	49
Don't know/Refused	2

---

**Q25. May I ask your occupation?**

---

	<u>TOTAL</u>
Total Participants	431
Blue/Gray collar	27%
White collar	21
Retired	21
Professional/Self Employed	17
Homemaker	8
Unemployed/Student	3
Refused	3

---

**Q26. May I ask your age, please?**

---

	<u>TOTAL</u>
Total Participants	431
18-24	4%
25-34	13
35-44	23
45-54	26
55-64	16
65+	16
Refused	2

---

**Q27. Which of the following best describes your total annual household income, before taxes?**

---

	<u>TOTAL</u>
Total Participants	431
Under \$12,000	3%
\$12-\$25,000	8
\$25-\$35,000	12
\$35-\$50,000	20
\$50-\$75,000	19
Over \$75,000	18
Don't know/Refused	19

---

**May I confirm your zip code please?**

---

	<u>TOTAL</u>
Total Participants	430
98682	13%
98665	8
98662	8
98685	8
98661	7
98664	7
98683	6
98671	6
98604	6
98663	6
98686	5
98684	5
98607	4
98642	4
98660	3
98675	2
98629	2
98606	1

---

**Gender**

---

	<u>TOTAL</u>
Total Participants	431
Female	55%
Male	45

---

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**What community or neighborhood do you consider yourself a part of (or closest to)?**

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	<u>TOTAL</u>
Total Participants	431
Vancouver	21%
Other/Unincorporated Clark Co. /None	14
Hazel Dell	11
Orchards	11
Battle Ground	6
Salmon Creek	6
Washougal	5
Cascade Park	4
Camas	4
Ridgefield	4
Felida	3
Fisher's Landing	2
Amboy/Yacolt	1
Brush Prairie	1
Minnehaha	1
La Center	1
Ellsworth	1
Hockinson	1
Woodland	1

## CONCLUSIONS

### Ratings

Clark County appears to be doing better with its management of growth with the benchmark ratings showing an increase compared to 1998 and 1996. The current quality of life in Clark County as a whole is tracking at the same rate as earlier years. This news is tempered by the ratings for *quality of life in your neighborhood or community*, down slightly from 1996 and 1994 ratings.

### Planning Issues

Most respondents felt that it was *very* or *somewhat important* to maintain a clear dividing line between rural and urban areas. Those in most support appear to be those with income levels of *\$50,000 to \$75,000*, *female*, or those who lived in *Camas/Washougal* or the *northeast* portion of the county.

In the series of questions that were asked after that, it was seen that many respondents still wanted single-family units on larger lots despite wanting the clear dividing line between rural and urban areas. Different groups find different issues important to them.

Two out of five respondents preferred the option of allowing most new single-family developments on the *larger size lots* and another one out of five preferred the *current pattern of development* even if that may require expansion of the urban area or more multi-family housing to handle population increases. The demographic groups that prefer larger than existing lot sizes were *aged 35-44* (50%), *made \$50,000-\$75,000* (49%) and *\$75,000+* (46%), *white collar* (45%), those who lived in *Salmon Creek/Hazel Dell* (46%), *Battle Ground/Dollars Corner* (50%) and in various areas of *south county* (60%). Those preferring *same size lots* were more often residents of *Orchards* (28%).

The support for *more single-family homes on smaller lots* came from *retirees*, those *aged 55-64* and *65+*, *Battle Ground/Dollars Corner* and *Cascade Park/Fisher's Landing* residents (21%, 20%, 22%, 21% and 29% respectively).

Supporters of *infill more homes per acre than now* have household incomes of *\$25,000-\$35,000* or *\$75,000+*, are *Homemaker/Student/Unemployed*, *aged 55-64*, and live in the *southern or northeastern* portions of the county (15%, 13%, 22%, 13%, 15% and 29%).

More than half of the residents agree that all cities throughout Clark County should be held to the same housing mix standard for providing single-family and multi-family new housing (53%). The segments of the county that did support this concept included those with an income either of *less than \$25,000* or *\$50,000-\$75,000* (69% and 63% respectively); *blue/gray collar workers* (64%); *35-44 year-olds* (62%); and those who lived in *Orchards* (66%), *Cascade Park/Fisher's Landing* (65%); and *Battle Ground/Dollars Corner* (63%).

## **CONCLUSIONS** (continued)

Over half of the respondents clearly preferred limiting rural growth to an additional 40,000 people and another third of the residents preferred to allow more home sites and more people. The demographic segments that appear to support *limiting rural growth to an additional 40,000 people* appear to be respondents with an income of \$35,000 to \$50,000 (66%) and residents of *south county, Cascade Park/Fisher's Landing or Camas/Washougal* (70%, 68% and 68% respectively).

Supporters of the idea of focusing *new homes in or around rural communities* such as Amboy, Brush Prairie, Chelatchie Prairie, Dollars Corner, Hockinson and Meadow Glade, included those who made *less than \$25,000* plus those in the *45-54* age group (62% and 60%). Supporters for the idea that *more development should be allowed in areas that now require lots of five, ten and twenty acres*, more often fell into the *35-44* age group and lived in the *northeast* portion of the county (45% and 50% respectively).

The demographic segments that found it *very important* to encourage a higher percentage of residents to both live and work in Clark County are *blue/gray collar, aged 45-54*, residents of *Orchards* and the *Northeast* portion of the county (67%, 64%, 70% and 71%).

### **Employment Location**

Those who thought it *very important* to locate jobs close to residential areas throughout the county were residents of *Vancouver, Orchards, Camas/Washougal* and *south county* and had a household income of \$25,000-\$35,000. The demographic segments that indicated it *somewhat important* to locate jobs close to residential areas had a household income less than \$25,000, or over \$75,000 and lived in south county or La Center/Ridgefield.

### **Transportation Planning and Funding**

*Maintaining or expanding existing roads* was deemed the highest priority for transportation planning and funding by nearly all of the respondents who said *very* or *somewhat important* (95%). Most respondents indicated *new roads*, the *bus system* and *adding sidewalks and bicycle paths* were *very* or *somewhat important* (83%, 79% and 79%). Slightly more than half of the respondents found *high-speed commuter buses/trains* and *light rail development* as *very* or *somewhat important* (54% and 53%).

The top two preferences to pay for public facilities were to *cut government spending/ budget cuts*) and *development fees*, followed by *user fees*.

Residents would be willing to pay for the following public improvements: *schools* followed by *better roads, parks, libraries, public transportation* and *community/ recreation centers*. A small percentage of respondents indicated *none of the above* (12%).

INTRODUCTION

Phone # \_\_\_\_\_

Hello, my name is \_\_\_\_\_ of Riley Research Associates. I'm calling on behalf of Clark County to listen to your thoughts regarding some traffic, transportation, and growth management choices that will impact Clark County. (IF NECESSARY) All of your responses will be held in strict confidence and combined with others.

- Are you at least 18 years of age? (IF NO) May I please speak to someone who is? (IF NOT AVAILABLE) When would be a good time to call back?
- Are you, or is anyone in your household an employee of any county or city? (IF YES, POLITELY TERMINATE)
- Is your home in- or outside city limits? In -1 Out - 2 (DON'T KNOW / REFUSED) -3
- What community or neighborhood do you consider yourself a part of (or closest to)? (DO NOT READ)

Amboy/Yacolt	01	Felida	09	Ridgefield	18
Battle Ground	02	Fisher's Landing	10	Salmon Creek	19
Brush Prairie	03	Hazel Dell	11	Vancouver	20
Camas	04	Hockinson	12	Venersborg	21
Cascade Park	05	La Center	13	Washougal	22
Dollars Corner	06	Meadow Glade	14	Woodland	23
Ellsworth	07	Minnehaha	15	Other/Unincorp/None	24
Fern Prairie	08	Mt Vista	16		
		Orchards	17		

- (IF WOODLAND) Do you live in, own property or a business in Clark County? (IF NO, TERMINATE POLITELY)

BENCHMARK QUESTIONS

Q1. To begin, on a one to ten scale, where one means poor and ten means excellent, how would you rate the current quality of life in Clark County as a whole?

Poor \_\_\_\_\_ Excellent  
01 02 03 04 05 06 07 08 09 10 DK=11

Q2. On a ten-point scale, how would you rate the quality of life in your local neighborhood or community?

Poor \_\_\_\_\_ Excellent  
01 02 03 04 05 06 07 08 09 10 DK=11

Q3. How would you rate Clark County's management of growth?

Poor \_\_\_\_\_ Excellent  
01 02 03 04 05 06 07 08 09 10 DK=11

Q4. How would you rate county roads?

Poor \_\_\_\_\_ Excellent  
01 02 03 04 05 06 07 08 09 10 DK=11

## **ISSUES**

The Washington State Growth Management Act requires Clark County to plan for population increases expected over the next 20 years. This means that the county must plan to have from 150 to 250 thousand more people living here within the next 20 years. The current population is about 345 thousand.

Q5. How important is it to you to maintain a clear dividing line between rural and urban areas? Urban areas are defined as those areas that look like cities or suburban communities. (READ LIST) Is that ...

Very important	-1	Not at all important	-4
Somewhat important	-2	(NOT SURE/DON'T KNOW)	-5
Not too important	-3	(REFUSED)	-6

Q6. Current plans for urban areas, call for new housing to be 60% single-family and 40% multi-family (duplexes, condos or apartments). Whether this goal is maintained or changed, do you think all cities throughout the County should be held to the same standard?

Yes -1	No -2	(DON'T KNOW) -3	(REFUSED) -4
--------	-------	-----------------	--------------

Q7. In urban areas, most new single-family developments have homes on lots of about 6,000 square feet, resulting in 5 to 6 homes per-acre. Which of the following ideas sounds best to you? **A.** Allow additional single-family homes on larger lots, even if that may require expansion of the urban area or more multi-family housing to handle population increases? **B.** Allow single-family homes on smaller lots, which could delay expansion of the urban area or reduce the need for multi-family housing? **C.** Maintain the current pattern of development with five to six homes per-acre in single-family areas? **D.** Encourage additional living units such as basement or garage apartments in single-family areas? **E.** Encourage areas of "infill" in which more homes are added or built per acre than in surrounding areas that have already been developed?

(ONE ONLY)

A. More single-family homes on large lots	-1
B. More single-family homes on smaller lots	-2
C. Current pattern of development	-3
D. Promote more secondary units	-4
E. Infill more homes per acre than now	-5
(NONE OF THE ABOVE)	-6

Q8. Thinking about new housing in your neighborhood, which of the following types of developments would be acceptable to you? **A.** Attached housing such as duplexes, condos or apartments **B.** Single-family homes on lots the same size as existing lots **C.** Single-family homes on lots larger than existing lots. **D.** Single-family homes on lots smaller than existing lots or **E.** Planned developments with homes clustered together and common open space? (CIRCLE ALL THAT APPLY)

A. Attached housing	-1
B. Single-family on existing size lots	-2
C. Single-family on larger lots	-3
D. Single-family on smaller lots	-4
E. Planned developments w/ common space	-5
(NONE OF THE ABOVE)	-6

Q9. For new development in your neighborhood, which of the following would help make higher densities more acceptable? **A.** If new housing had to meet City and County design and landscaping standards **B.** If building styles and materials had to be similar to existing homes or **C.** If neighborhood associations could influence design and landscaping features (NONE OF THE ABOVE) (CIRCLE ALL THAT APPLY)

A. Landscaping standards	-1
B. Similar building styles and materials	-2
C. Associations influence design and landscaping	-3
(NONE OF THE ABOVE)	-4

Q10. Currently, about 80% the population lives in urban areas and 20% in rural areas. There are 62,000 people living in the rural areas of Clark County and enough potential home sites for another 40,000. Should the county plan to **A. Limit rural growth to 40,000 people** or **B. Consider changes to allow more home sites and more people?**

- A. Keep rural areas limited to 40,000 people -1
- B. Allow more home sites to add more than 40,000 people -2
- (DON'T KNOW) -3
- (REFUSED) -4

Q11. If the plan was to allow more homes in rural areas, should the county focus the new homes in or around rural communities such as Amboy, Brush Prairie, Chelatchie Prairie, Dollars Corner, Hockinson and Meadow Glade or also allow development in areas that now require lots of five, ten, and 20 acres?

- In/Around -1
- Allow smaller lots -2
- (DON'T KNOW) -3
- (REFUSED) -4

Q12. Currently about one-third of working people commute to Oregon for jobs. How important is it to promote business and industry to encourage a higher percentage to both live and work in Clark County? Would that be very important, somewhat important, not too important or not at all important?

- Very important -1
- Somewhat important -2
- Not too important -3
- Not at all important -4
- (NOT SURE/DON'T KNOW) -5
- (REFUSED) -6

Q13. To the extent that the county can plan for business development, how important is it to locate jobs throughout the county? Would that be very important, somewhat important, not too important or not at all important?

- Very important -1
- Somewhat important -2
- Not too important -3
- Not at all important -4
- (NOT SURE/DON'T KNOW) -5
- (REFUSED) -6

Q14-19. On the subject of transportation planning and funding, please tell me if you think each of the following ideas is very important, somewhat important, not too important or not important at all?

	<u>Very</u>	<u>Somewhat</u>	<u>Not too</u>	<u>Not at all</u>	<u>DK</u>	<u>REFUSED</u>
Q14. New roads	1	2	3	4	5	6
Q15. Maintaining or expanding existing roads	1	2	3	4	5	6
Q16. The Bus system	1	2	3	4	5	6
Q17. Light rail development	1	2	3	4	5	6
Q18. High speed commuter buses or trains	1	2	3	4	5	6
Q19. Adding sidewalks and bicycle paths	1	2	3	4	5	6

Q20. It has been estimated that each new home creates a need for more than \$30,000 in public facilities, such as roads, schools and parks. What is the best way to pay for these facilities?

- Development fees -1
- Local improvement districts -2
- Property taxes -3
- Cut government spending / Budget cuts -4
- All of the above -5
- Other \_\_\_\_\_ -6

Q21. Which of the following is the best way to pay for public facilities? (READ LIST - CIRCLE 1<sup>ST</sup>, 2<sup>ND</sup> and 3<sup>rd</sup> CHOICES).

- A. Property taxes -1\_\_\_\_
- B. Sales taxes -2\_\_\_\_
- C. User fees -3\_\_\_\_
- D. Development fees -4\_\_\_\_
- E. (NONE OF THE ABOVE) -5\_\_\_\_
- F. Other \_\_\_\_\_ -6\_\_\_\_

Q22. What public improvements, if any, would you be willing to pay more money for...(READ LIST – CIRCLE ALL THAT APPLY).

- |                       |    |
|-----------------------|----|
| Better roads          | -1 |
| Public transportation | -2 |
| Parks                 | -3 |
| Schools               | -4 |
| Libraries             | -5 |
| (NONE OF THE ABOVE)   | -6 |
| Other _____           | -7 |
| Community/Rec Centers | -8 |
| (ALL OF THE ABOVE)    | -9 |

## DEMOGRAPHICS

Q23. Now a few final questions for classification purposes. How long have you lived (or owned land) in Clark County? (READ LIST IF NEEDED)

- |                   |    |                |    |           |    |
|-------------------|----|----------------|----|-----------|----|
| Less than 2 years | -1 | 6 to 10 years  | -3 | 20+ years | -5 |
| 2 to 5 years      | -2 | 11 to 20 years | -4 | (REFUSED) | -6 |

Q24. Do you rent or own your home? Rent -1 Own -2 (REFUSED) -3

Q25. May I ask your occupation? (RECORD) \_\_\_\_\_

Blue/Gray collar	-1	Professional/Self Employed	-4	(REFUSED)	-7
White collar	-2	Homemaker	-5		
Unemployed/Student	-3	Retired	-6		

Q26. May I ask your age, please? \_\_\_\_\_ (REFUSED-99)  
(IF RELUCTANT, READ CATEGORIES) Would that be...

18-24	-1	25-34	-2	35-44	-3	45-54	-4	55-64	-5	65+	-6	(REFUSED)	-7
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Q27. Which of the following best describes your total annual household income, before taxes?

- |                   |    |                   |    |                   |    |
|-------------------|----|-------------------|----|-------------------|----|
| Under \$12,000    | -1 | \$25,000-\$35,000 | -3 | \$50,000-\$75,000 | -5 |
| \$12,000-\$25,000 | -2 | \$35,000-\$50,000 | -4 | Over \$75,000     | -6 |
|                   |    |                   |    | DK/Refused        | -7 |

Q28. May I confirm the last three digits of your zip code? \_\_\_\_\_

- |       |     |
|-------|-----|
| 98604 | -1  |
| 98606 | -2  |
| 98607 | -3  |
| 98642 | -4  |
| 98660 | -5  |
| 98661 | -6  |
| 98662 | -7  |
| 98663 | -8  |
| 98664 | -9  |
| 98665 | -10 |
| 98683 | -11 |
| 98684 | -12 |
| 98685 | -13 |
| 98686 | -14 |
| 98671 | -15 |

That concludes our survey. On behalf of Clark County, I'd like to thank you for your valuable time and opinions. Have a wonderful evening!

Q29. Gender (DON'T ASK): Male -1 Female -2